













## **ADVERTISING !**

**A**DVERTISING is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent and commodity. The only man who has nothing to offer the world in the way of commodity or service."

--Elbert Hubbard

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### **Advertise in "The Mail"**









**Auto Repairs!**  
The General Garage provides you with an excellent service in:  
Overhauling, Welding, Vulcanizing, Lathe Work, Accessories, Oil and Gasoline. AGENT FOR  
One Maxwell Car for Sale. Overhauled and Painted. Price \$200.00—A Snap.

## General Garage

E. B. DEATLEY, Manager.

BASSANO, Alberta.

## Crown Lumber Co., Ltd.

IF in need of anything in the building line you will find the VERY BEST of Everything in BUILDING MATERIALS. Where? To be sure at the

## Crown Lumber Co., Ltd.

JOS. WRIGHT, Manager

P. O. Box 70

Phone 31

## LUMBER!

We Carry a complete stock of Lumber, Lath, Shingles and Building Material

### ATLAS LUMBER CO., Ltd.

Sole Agents for the celebrated Cal Coal

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HARRY FORD, Manager

## LUMBER: Mills in British Columbia

Factory at Calgary. The Best Lumber at Lowest Prices.

## Riverside Lumber Company Ltd.

JOHN GOLDEN, Manager

Are You an Amateur PHOTOGRAPHER?

Specialist in Developing, Finishing and Enlarging

R. A. BIRD

Bassano - - - - - Alta.

## FAT'S QUICK LUNCH

TURKEY AT ALL HOURS

Fruits, Candy, Ice Cream, Etc. Greens in Season MEALS 25c. up

WON GEE, Manager

Phone 18

BASSANO, ALBERTA

## Spring Time is Seed Time

We have a large and well assorted stock of package and bulk seeds

Dutch Sets, Multipliers, Lawn Grass, etc.

## Groceries and Provisions

Only Goods of Known Good Quality Stocked.

## Fruits and Vegetables

All Kinds.—Just Arrived New Rhubarb

## Boys' Running Shoes

White Canvas and Rubber Shoes, also Children's Canvas Boots.—Cool and Hard Wearing

Just Arrived, GALATEA

Pretty Stripes, Fine for Children's Dresses.

Arrived—Men's New Spring Slater Shoes

## Hendry & Johnston

"THE QUALITY STORE"

## LOCAL AND SPECIAL

New Spring Suits, \$15.—Torgan.

J. D. M. Street spent the holidays at Camrose.

Hardy ferns going cheap at McKee's.

Miss Bogen spent the Easter holidays visiting with friends in Calgary.

Miss Doolan, of the school staff, spent from Thursday to Monday visiting with friends in Calgary.

Christie's high-class biscuits, assorted, 25 cents per lb. Come in and taste them.—McKee's.

Mr. and Mrs. Woolf, of Calgary, spent Easter in Bassano as the guests of Dr. and Mrs. Scott.

Mrs. G. W. Boyd and daughter were visitors in High River for the Easter holidays.

Suits pressed only, 75c.—Torgan.

An antelope park will be established at Chin Coulee, in Southern Alberta.

Mr. and Mrs. Chas. McKinnon returned last week after holidaying in the East for the winter.

The firemen took a practice run Good Friday and emptied the mains of a good deal of the badly stained water.

Cranberries, cucumbers, cauliflower, green onions, lettuce, parsley, rhubarb, tomatoes, etc., fresh daily.—McKee's.

Jack Allen has put a large display window in the front of his electrical shop and touched up the edges with paint.

Men, women and children of every age, all find Rexall Orderlies perfect assistance. Sold only by J. H. Stille, the Rexall Store, 10c, 25c and 50c. boxes.

The town of Okotoks has received three months' notice from C. O. Saunders, owner of the electric light plant, that the plant will be closed at the end of June.

Mr. Whedden, late of the Union Bank at Standard, came down from Calgary and spent the Easter holidays as the guest of Mr. and Mrs. Geo. B. R. Bond.

Sheriff A. A. Macgregor is now established in permanent office quarters over Gray's furniture store in the rooms recently vacated by Dr. Hagey.

The base ball enthusiasts spent a good deal of Good Friday in fixing up the diamond at the west end. The boys would consider it a favor if the public would refrain from driving across the grounds.

Good fresh buttermilk.—McKee's.

G. A. McCullough left last Thursday to take a position as department manager in the new Spencer & Todd's store, which was opened at the Medicine Hat public last Saturday morning.

Miss Bingham, recently of the Bassano Trading Co. staff, has taken a stenographic position with the Canadian Bank of Commerce and leaves next week to commence her duties in the branch of that institution at Brainerd, Sask.

Duck Eggs for Hatching, \$1.00 per setting.—J. C. Lee.

The Rehoboth third annual "At Home" on Easter Monday drew a good crowd. The evening was a trifle warm for dancing, but even that did not keep the people from the floor. The decorations in pink and green were perfuse and exceedingly tasty. The Rehoboth was given a space in one corner and held decorations while across the hall lunch was dispensed to the couples, neatly packed in frog omelette baskets, as they passed in a grand march. Murchison's orchestra provided the music.

New Spring Suits, \$15.—Torgan.

The first rain of the season is fitting us to-day.

Mrs. Balmbe is visiting friends at Kelowna, B.C.

Catholic services will be held in Robinson's Hall at the usual hours on Sunday, April 12th.

Suits cleaned and pressed, \$1.50, at Torgan's.

Miss Jenny Stevens and Sergeant E. S. Thompson of Calgary, were the guests of Mr. and Mrs. G. A. McGarry over Easter.

E. F. Purcell is spending a few days northwest of Husar looking over some ranch lands with the idea of purchase in mind.

Seedling has got a good start in this district, many farmers being in the field this week. H. W. Pettin's outfit was out in full force on Monday morning.

Rexall Orderlies, the modern jacket cleaning system and finally the complexion. Sold only by J. H. Stille, the Rexall Store, 10c, 25c and 50c. boxes.

Roy Smith unloaded five new Ford's this week. The 1915 model is quite class in appearance and already several gentlemen appear to be anxious to drive a machine of their own.

R. W. Comer, of the Colorado colony, returned a week ago after spending the winter in Colorado. While down south Mr. Comer spent a good deal of his time talking Alberta and succeeded in interesting more than fifty men to the extent that they are coming up during the summer to see for themselves. Mr. Comer was glad to get back to Alberta and considers the prospects very bright for this year. Mr. Comer's son, Robert, of Macoun, Sask., arrived last week to settle in the Colony.

Although it is true that the opening up of land to the small farmer has broken up much of the old ranching area of Alberta, the unloading of a thousand head of cattle at Charbonville a few days ago for a ranch in that district is a reminder that Alberta's stock interests are still of prime importance. It is interesting to note that the capital for the stocking of this particular ranch was raised in England since the outbreak of the war. This proves, not only that Englishmen still have money for investment in Western Canada, but that their confidence in the country remains unshaken. It may be that the shrewd investor in England sees even greater possibilities before the beef industry of Alberta than in the past, owing to depletion of supplies in Europe.

## BIRTHS

OSTER—On Saturday, April 3rd., to Mr. and Mrs. John J. Oster, a son.  
BEADMAN—On Thursday, April 8th., to Mr. and Mrs. Wm. Beadman, a son.

## HAVE NOT HEARD OF WAR.

Officials of the Dominion naval department say that some of the residents at remote posts of the Hudson's Bay Company, located in the north-west territories, have not heard of the great war, and are not likely to hear of it before the middle of next summer. Fort Franklin, on Great Slave Lake, has not received a mail since last summer and the only communication with the outside world is through the mail. The people on Bell Island in the Arctic Sea, near Baffin Land, one of the farthest corners of the Dominion of Canada, about 4,000 miles from Ottawa, got their last mail on July 1914, and may or may not get another next July.

## TOWN OF BASSANO PROCLAMATION

### Clean-Up Day.

NOTICE is hereby given that the afternoon of Wednesday, April 21st, 1915 has been declared a half-holiday for the annual clean-up. All persons govern themselves accordingly.

Wallace L. Flanagan, Mayor.

## SPRING GOODS!

Every man and boy will want to be well dressed on Easter Sunday and our good cloths, furnishings, boots and shoes are ready for service. Correct in cut, right in fabric and finished equal to custom tailor, production. We shall be pleased to show you men's single and double breasted suits, prices ranging from

**\$9.00 to \$30.00**

Dress Vests and Trousers, Correct Hats, Ties, Shirts, Hosiery, etc. Everything to make you a well dressed man on Easter Morning.

Every boy will want something new for Easter. We can clothe the boy as well as the man.

E. F. PURCELL, BASSANO, ALTA.

## THE BASSANO MEAT MARKET

JAMES STINSON, Manager

Wholesale and retail dealers in Fresh and Smoked Meats. Choice meats at all times at lowest market prices. Highest cash prices paid for hides and pelts.

## THE PACIFIC COLD STORAGE CO.

Proprietors

## UNION BANK OF CANADA

Money Orders Issued by the Union Bank of Canada

can be conveniently secured, safely forwarded, readily cashed, and are inexpensive. Issued for any sum up to \$50.00, at a cost of from 3c to 15c. Payable at any branch of any Chartered Bank in Canada, Yukon excepted, and in the principal cities of the United States.

BASSANO BRANCH - - - G. W. BOYD, Manager

## Buy an Irrigated Farm from The Canadian Pacific Railway.

BECAUSE: Irrigation makes the farmer independent of rainfall, and insures good crops, not occasionally, but EVERY YEAR.

Irrigation makes possible the successful culture of alfalfa, the king of fodder, which insures best returns in dairying and mixed farming. Irrigation means intensive farming and close settlement, with all the advantages of a densely populated agricultural community.

Irrigation in the Canadian Pacific Irrigation Block is no longer an experiment, the year 1914 having absolutely demonstrated its success wherever intelligently applied.

You can buy irrigated land from the Canadian Pacific Railway at prices ranging from \$50 to \$75 per acre, with twenty years to pay, and the privilege of a loan of \$200 for improvements (8% interest) no principal payment at the end of first or second years and no water rental for first year. Assistance is also given in supplying stock in approved instances. This is the most liberal offer of irrigated farm on record. Get full particulars from

A. J. CAMERON, Gen. Supt. of Lands  
Department of Natural Resources, C.P.R.  
CALGARY, ALBERTA.